

10 points

## Promotion

**How will your business determine which promotions to use for your new product/service? Write a brief response in answering the following questions.**

1.) Who is the Target Market?

**How many customers? Where are they located? Where and how do they receive information?**

2.) What is the Message?

**Does everyone need the same information? Is it simple or complex? Does it need repeating?**

3.) What is your Promotional Budget?

**Is it unlimited or restricted, and why?**

## People

**How will your new product/service use the role of People? Choose one and describe the role performed.**

- ☐ **Customer Service**
- ☐ **Personal Selling**
- ☐ **Support**